

**Subject:** Dog Day AfternoonApr 2016 17:02:10 -0500  
**From:** "Dawn Eastin" <dawn@downtownnews.com>  
**Date:** 04/22/2016 03:06 PM  
**To:** "Henna Sherzai" <HSherzai@downtownla.com>

Hi Henna and Mike,

Thanks for the offer to promote our Cutest Critters contest, I will send you the info next week.

I know Michael is reserving the space for Dog Day. Last year we traded \$1000 in online and social media for a table at the event. Is that something we can do again?

Dawn

*Dawn Eastin  
General Manager  
L.A. Downtown News  
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L.A., CA 90026  
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Begin forwarded message:

**From:** Henna Sherzai <[HSherzai@downtownla.com](mailto:HSherzai@downtownla.com)>  
**Subject:** RE: Dog Day Afternoon  
**Date:** April 21, 2016 5:24:20 PM PDT  
**To:** Michael Lamb <[Michael@downtownnews.com](mailto:Michael@downtownnews.com)>  
**Cc:** Michael Filson <[MFilson@downtownla.com](mailto:MFilson@downtownla.com)>

Hi Michael,

Thanks for checking in. We would like to reserve the ads you have listed below. Even though it sounds like a really fun opportunity (I can't wait to see the photos!), I don't think the sponsorship makes sense for us. We would love

to help you promote the contest for entries. Send us the info when you have it.

<image001.gif>

**Henna Sherzai**

Director of Marketing

**Downtown Center Business Improvement District**

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*call* (213) 624-2146 225

*direct* (213) 416-7515

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*email* [hsherzai@DowntownLA.com](mailto:hsherzai@DowntownLA.com)

*go to* [www.DowntownLA.com](http://www.DowntownLA.com)

[<image002.gif>](#) [<image003.gif>](#) [<image004.gif>](#) [<image005.gif>](#)

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**From:** Michael Lamb [mailto:Michael@downtownnews.com]

**Sent:** Tuesday, April 19, 2016 9:00 AM

**To:** Henna Sherzai <[HSherzai@downtownla.com](mailto:HSherzai@downtownla.com)>

**Cc:** Michael Filson <[MFilson@downtownla.com](mailto:MFilson@downtownla.com)>

**Subject:** Dog Day Afternoon

Hi Henna and Michael

I am resending last year's ads to both of you, but also wanted to let you know that we are looking for a Sponsor for National Pet Month as well.

I'm thinking that it might be a nice change and you could also promote Dog Day as well.

We are very excited to announce our first annual Downtown's Best Friend photo contest for Downtown pets.

The contest will start in a few short weeks and winners will be published in our inaugural DTLA Pets issue on Monday, May 16th during National Pet Month. The issue will feature stories on Downtown pets and their owners, available pet services and so much more.

With more than 50% of Downtown residents and workers as pet owners, we want to showcase some of Downtown's Best Friends.

I have attached a flyer with deeply discounted rates to help celebrate our pets!

We are also looking for a pet loving sponsor to celebrate our Downtown Friends.

The contest will have one grand prize "cover photo" winner and four first-place winners. All winners will be featured in the May 16th issue and will feature our contest partners.

Contest partner will receive:

- Contest naming rights "Downtown's Best Friend Photo Contest brought to you by [Fritz's Pet Care Pros]
- Name/logo recognition on all contest promotions
  - Online
  - Print
  - Social Media
- One photo judge seat
- Half page "congratulations" ad in the May 16th issue

Downtown's Best Friend Photo Contest Sponsorship: \$5,000 - One exclusive sponsor only!

Here is what you folks did last year in June/July/Aug and then what I propose.  
Let me know if it is a fit.

## 2015

YOUR AD	SIZE	DATE/PUB
Summer in the City	1/2 pg	6/29/15
Summer in the City	2/3 pg	7/13, 7/27, 8/10
Summer in the City	Eblast	6 eblast July-Aug
Dog Day Aft	1/3 pg	6/29 and 7/15
Dog Day Aft	Eblast	6/29 and 7/6
Cal. Listing	Enhanced	6/22, 6/29, 7/6

**2016:** What I propose is to do the same amount of ads for the same price.

YOUR AD	SIZE	DATE/PUB
Summer in the City	1/2 pg	6/27/16
Summer in the City	2/3 pg	7/4, 7/18, 8/8
Summer in the City	Eblast	6 ebasts in July and Aug
Dog Day Aft	1/3	6/27 and 7/18
Dog Day Aft	Eblast	6/27 and 7/11
Cal Listing	Enhanced	6/27, 6/29, 7/4

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